

William M. Dorfman, AICP

1335 Boylston Street #1304
Boston, MA 02215
(301) 461-6318
will.dorfman@gmail.com

SUMMARY

Urban planner and economic development practitioner with up to six years of progressive experience in the private, public, and non-profit sectors. Areas of expertise include downtown and commercial corridor revitalization, business recruitment and retention, real estate development, land use planning, zoning, transportation planning, government and community relations, geographic information systems, project management, placemaking, data analytics, and market research. Experience collaborating with multiple communities with the passion and desire to ensure that all places can live up to their full potential.

EXPERIENCE

Brailsford and Dunlavey, Inc.

Boston, MA

Senior Analyst

Oct 2021 – April 2022

- Provided planning and advisory project support for the firm's higher education practice
- Develop market analyses for on and off campus student housing demand using existing demographic data, enrollment trends, and demand-based programming estimates
- Consulted on highest and best uses for campus real estate assets and developed action plans to help clients reach strategic goals

Metropolitan Area Planning Council

Boston, MA

Economic Development Planner

Apr 2021 - Oct 2021

- Developed downtown and main street revitalization strategies for Boston-area municipalities in the wake of the COVID-19 pandemic
- Provided recommendations that support small businesses, enhance the public realm, maximize real estate assets, leverage American Rescue Plan Act (ARPA) funding, and increase capacity for municipal government and business advocacy stakeholder groups.

Downtown Partnership of Baltimore

Baltimore, MD

Director of Economic Development

Mar 2020 - Jun 2020

- Assisted in economic recovery efforts for downtown Baltimore due to the impact of COVID-19
- Created an economic impact study looking at how COVID-19 has affected downtown businesses, employees, and constituents
- Developed and analyzed a COVID-19 impact survey for downtown businesses and stakeholders
- Created an outreach strategy to assist impacted businesses that resulted in more targeted technical assistance, resources, and support to impacted businesses
- Monitored the implementation and response rate of the 2020 US Census for downtown residents

Economic Development Manager

May 2018 - Feb 2020

- Responsible for all major research products produced by the organization
- Provided market and demographic data on downtown Baltimore to investors, developers, property owners, and commercial brokers by request and through regularly released reports
- Assisted in the marketing and promotion of downtown to local, national, and international investors
- Provided technical assistance to business owners, property owners, brokers, and real estate developers through administering Façade Improvement Grants, providing letters of support for business operating permits, and mitigating conflicts between local government and private business operators
- Oversaw outreach efforts to the growing downtown residential community through releasing a residential survey and putting on various events and presentations
- Tracked and advocated for transportation policies in downtown related to bicycle infrastructure, mass transit, dockless vehicles, and parking management
- Served on the workgroup committee to develop the City of Baltimore's Comprehensive Economic Development Strategy

Economic Development Coordinator

Jan 2016 - Apr 2018

- Maintained the Economic Development team's various databases that track retail, housing, office space, hotels, and parking within downtown Baltimore
- Assisted in research for the organization's annual *State of Downtown* report and *Development Report*
- Supported the Economic Development team's retail and office recruitment retention efforts through research and direct stakeholder outreach

US House of Representatives, Office of Congressman Brad Sherman (CA-30)**Washington, DC***Intern**Sep 2015 - Jan 2016*

- Conducted research on various bills under the Legislative Director by attending committee hearings, summarizing floor debates, and using Congressional Research Service reports
- Served as a coordinator for White House and US Capitol tours for constituents visiting Washington, DC
- Answered phone calls and assisted with various bookkeeping tasks

Community Legal Aid Society, Inc.**Wilmington, DE***Residential Property Evaluation Intern**Apr 2015 - May 2015*

- Worked with a graduate student on the organization's Real Estate Owned Project that investigated the maintenance of bank owned properties in New Castle County, Delaware to determine whether there was discrimination in property maintenance standards between predominately White and African American communities

University of Delaware, Center for Historic Architecture and Design**Newark, DE***Undergraduate Policy Fellow**Jun 2014 - Aug 2014*

- Developed a case study that analyzed urban growth patterns of post-World War II suburbs and how they meet modern sustainability goals

US Department of Education**Washington, DC***Undergraduate Intern**Jan 2012 - Feb 2012*

- Organized contact information for parent, student, and teacher organizations impacted by department initiatives
- Prepared for the Teacher Ambassador Fellow conference at Ed headquarters by assembling PowerPoint
- Presentations and outlining the day-to-day programming schedule

EDUCATION**UNIVERSITY OF DELAWARE***B.A. Public Policy and Political Science, Economics minor (May 2015)**Affiliations: Pi Sigma Alpha Political Science Honors Society, Alpha Epsilon Pi Fraternity*

CERTIFICATIONS**American Institute of Certified Planners (AICP)***Issued by: American Planning Association**Credential ID: 33960**Issue Date: July 2022*

VOLUNTEER EXPERIENCE**Fenway Community Development Corporation****Boston, MA***Member – Urban Village Committee**August 2022 – Present*

- The Urban Village Committee monitors development activity that occurs within the Fenway neighborhood and provides input to the City of Boston on the impact of new development within the community.

ULI Baltimore**Baltimore, MD***Co-Chair - Urban Plan**Jan 2019 - Jun 2020*

- UrbanPlan is a realistic, engaging exercise in which participants—high school students, university students, or public officials—learn about the fundamental forces that affect real estate development in our communities.

REFERENCES*References available upon request*